

Subject: FB Gaming App on iOS
From: "Marc Shedroff" [REDACTED]
Received(Date): Thu, 09 Jul 2020 20:07:32 +0000
To: [REDACTED]
Cc: [REDACTED], "Ash Jhaveri" <[REDACTED]>, "Vivek Sharma"
Attachment: image001.png
Attachment: image002.png
Attachment: image003.png
Attachment: image004.png
Attachment: image005.png
Attachment: Facebook_Gaming_App_v1[1].pdf
Attachment: Facebook_Gaming_App_v2.pdf
Attachment: Facebook_Gaming_App_v3.pdf
Date: Thu, 09 Jul 2020 20:07:32 +0000

Hi Trystan -

Our teams remain confused by Apple's rejection of the Facebook Gaming app on the basis that "code distribution [can not be] the main purpose of the app." (App Store Review Guideline 4.7). As we have mentioned repeatedly, the purpose of the Facebook Gaming app is to connect people who share an interest in games to top streamers and gaming related content from top gaming publishers. For your reference, the app is live on Android today with a UX that does include a gameplay tab. Even with that gameplay tab, consuming video is [REDACTED] of time spent in the app and fewer than [REDACTED] engage in game play.

Despite believing that none of our previously submitted versions of the app violated Guideline 4.7, we did propose a series of changes to the app, based on feedback from Apple, including:

- [REDACTED]
- [REDACTED]

In light of your recent WWDC announcement of a new developer appeals process, we are requesting a

formal appeal of Facebook Gaming's app rejection. We have included detail below of the changes our team has made since the initial submission of v1.0 (build [REDACTED]) to illustrate the timeline and support this case. If you continue to believe that the primary purpose of the app is not game distribution, please let us know why and provide guidance on what will bring the app into compliance with Guideline 4.7. To date, we have only received some general feedback on what doesn't work but have not received explicit guidance on what will be acceptable to Apple.

Thanks,

Marc

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DETAIL

Timeline

Date	Event	Facebook Gaming App Version
Feb 20	Facebook submits Gaming App for App Store review	Facebook Gaming App (v1)
Feb 21-25	Facebook addresses the few binary rejections, none of which was for Guideline 4.7	
March 2	<u>Call with App Review (via Bill H):</u> Apple informs Facebook of Gaming app rejection on basis of Guideline 4.7 due to HTML5 games, despite no new functionality proposed (HTML5 games are live in the Facebook app's Games tab)	
March 4	Facebook files App Review appeal	
March 23	<u>Video conference with App Review Team:</u> Facebook provided walkthrough of v1 app to understand rejection rationale and potential path forward	Facebook Gaming App (v1) See attached Facebook_Gaming_App_v1.pdf
April 7	Facebook sends revised mocks (v2) based on March 23 conversation	Facebook Gaming App (v2): [REDACTED] [REDACTED] See attached Facebook_Gaming_App_v2.pdf

PX-2326.2

April 10	Call with App Review (App Rejection #2): Apple rejects v2 app, and Facebook proposes new changes.	
April 13	Facebook asks for reconsideration of v2 app proposal	
April 17	Call with App Review (App Rejection #3). Apple rejects v2 app again (after reconsideration) No guidance provided on what would need to change for the app to get approved, despite changes made	
May 11	Facebook sends revised mocks (v3)	Facebook Gaming App (v3): [REDACTED] [REDACTED] [REDACTED] See attached Facebook_Gaming_App_v3.pdf
June 2	Apple rejects v3 version of the proposal (App Rejection #4) over email	

Background

Facebook Gaming is conceived as a multi-purpose space focused on building the gamer community, where gaming enthusiasts can connect with one another through gaming-oriented

groups, discover and engage with talented gamers through gamer streaming, learn about new

and emerging gaming trends and titles, and - yes - play HTML5 instant games if they demonstrate interest in playing with their friends or the people they follow. Gameplay is not the primary reason for this app's creation, nor is it the primary way users engage with the service on other platforms where it has already launched.

Notably: On the Android Facebook Gaming app, [REDACTED] play an Instant Game. We have no reason to believe usage rates would differ meaningfully on iOS.

The team has put significant effort into building an experience that we believe provides a valuable community hub for gaming, and the team was careful to observe the restrictions that Apple has conveyed to us over the years for the Gaming tab inside the Facebook app (e.g. games in uncategorized flat lists, no store-like interfaces, etc.).

Facebook Gaming has been available globally on Android since mid-April and has been live in over 20 countries for over a year, ranking top 5 in the entertainment category consistently. We received a high amount of requests to release the app for iOS, and we think it would be a missed opportunity for users if we were unable to launch.

II. Summary of Changes

III. FB Gaming App Compliance with Review Guideline 4.7

Apple Policy 4.7	FB Gaming App Compliance?	Notes
"Code distribution isn't the main purpose of the app"	*	<i>See Section II, above, for video and connection emphasis</i>
The code is not offered in a store or store-like interface	*	Games are only outlined in flat lists
Provided that the software...	*	
1. is free or purchased using in-app purchase		
2. Only uses capabilities available in a standard WebKit view...	*	
3. Is offered by developers that have joined the Apple Developer Program and signed the Apple Developer Program License Agreement	*	
4. Does not provide access to real money gaming, lotteries, or charitable donations	*	
5. Adheres to the terms of these App Review Guidelines (e.g. does not include objectionable content)	*	
6. Does not offer digital goods or services for sale	*	

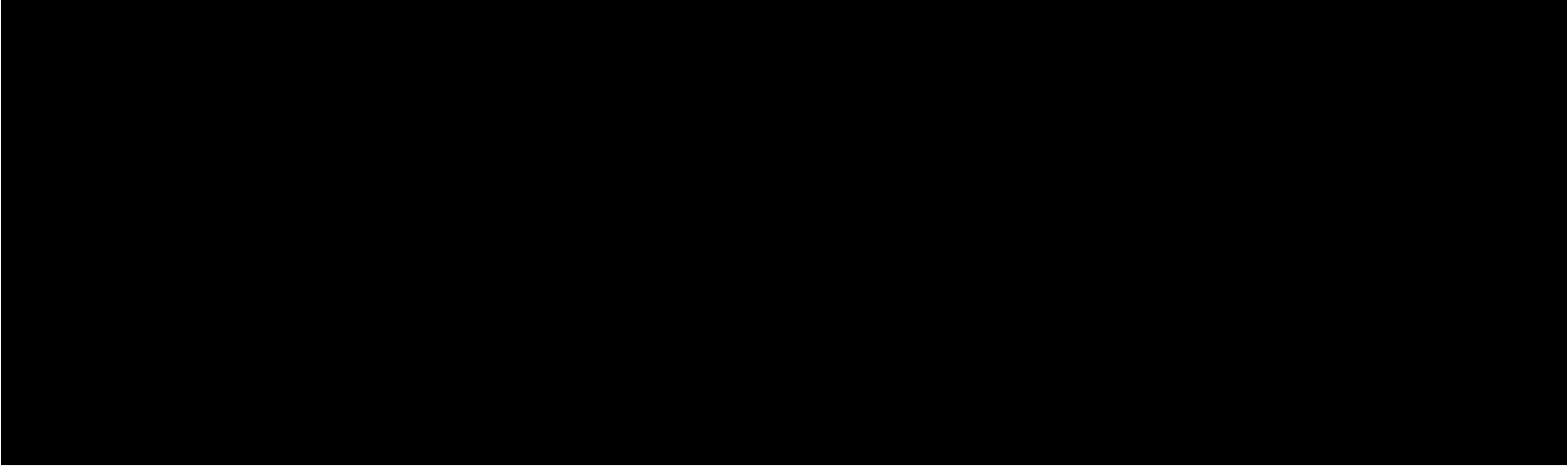
FACEBOOK GAMING APP v2

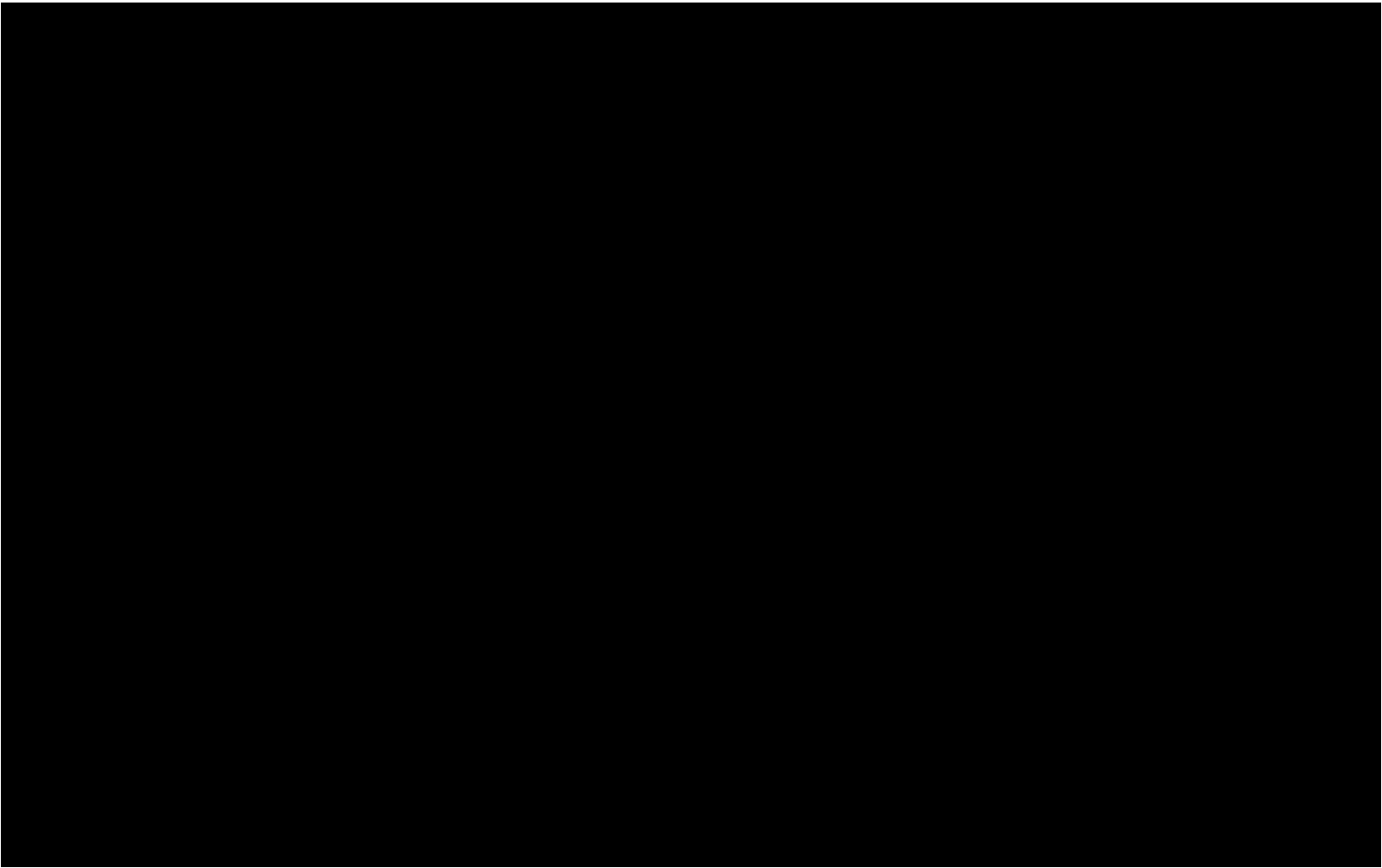
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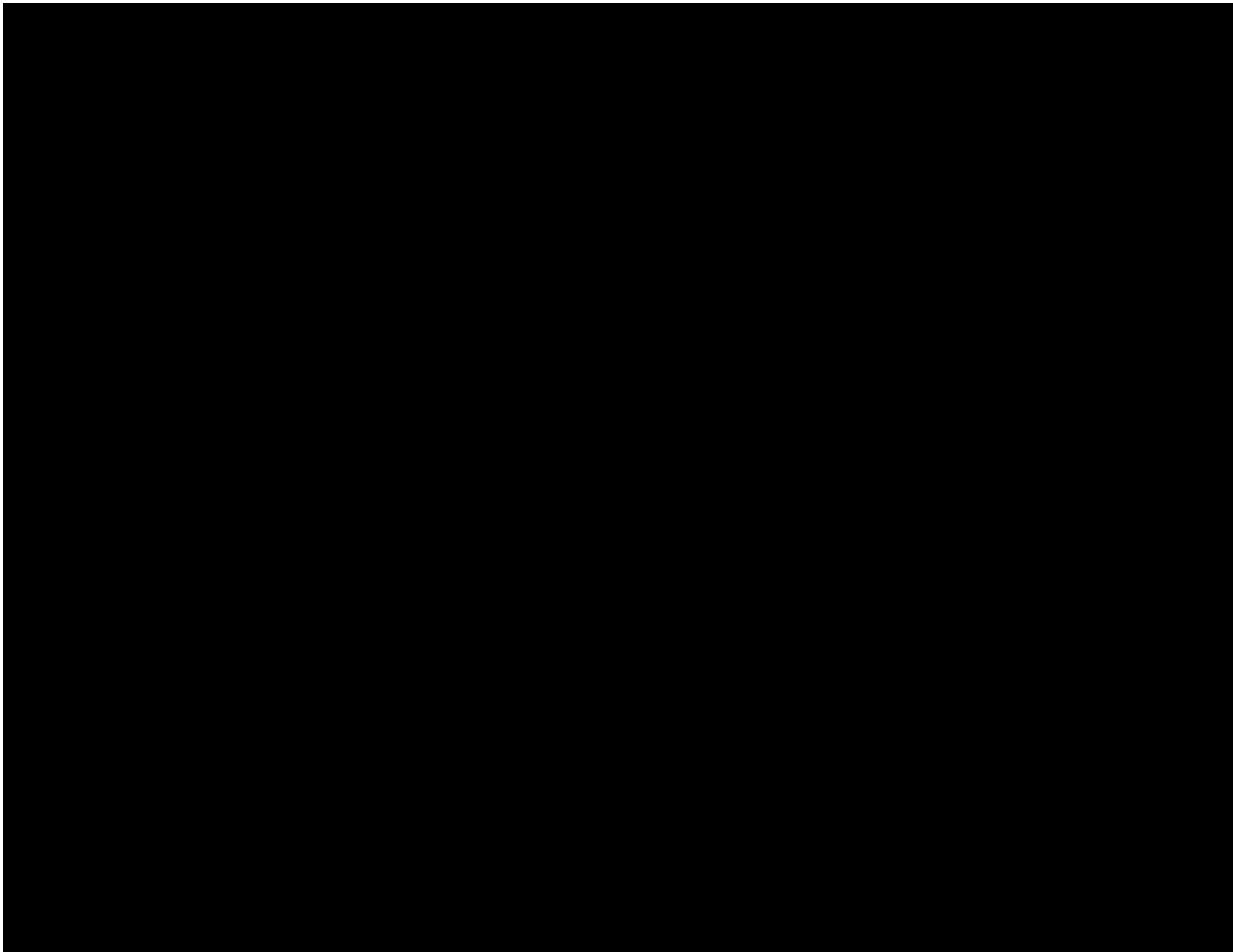
Updates to the Facebook Gaming App

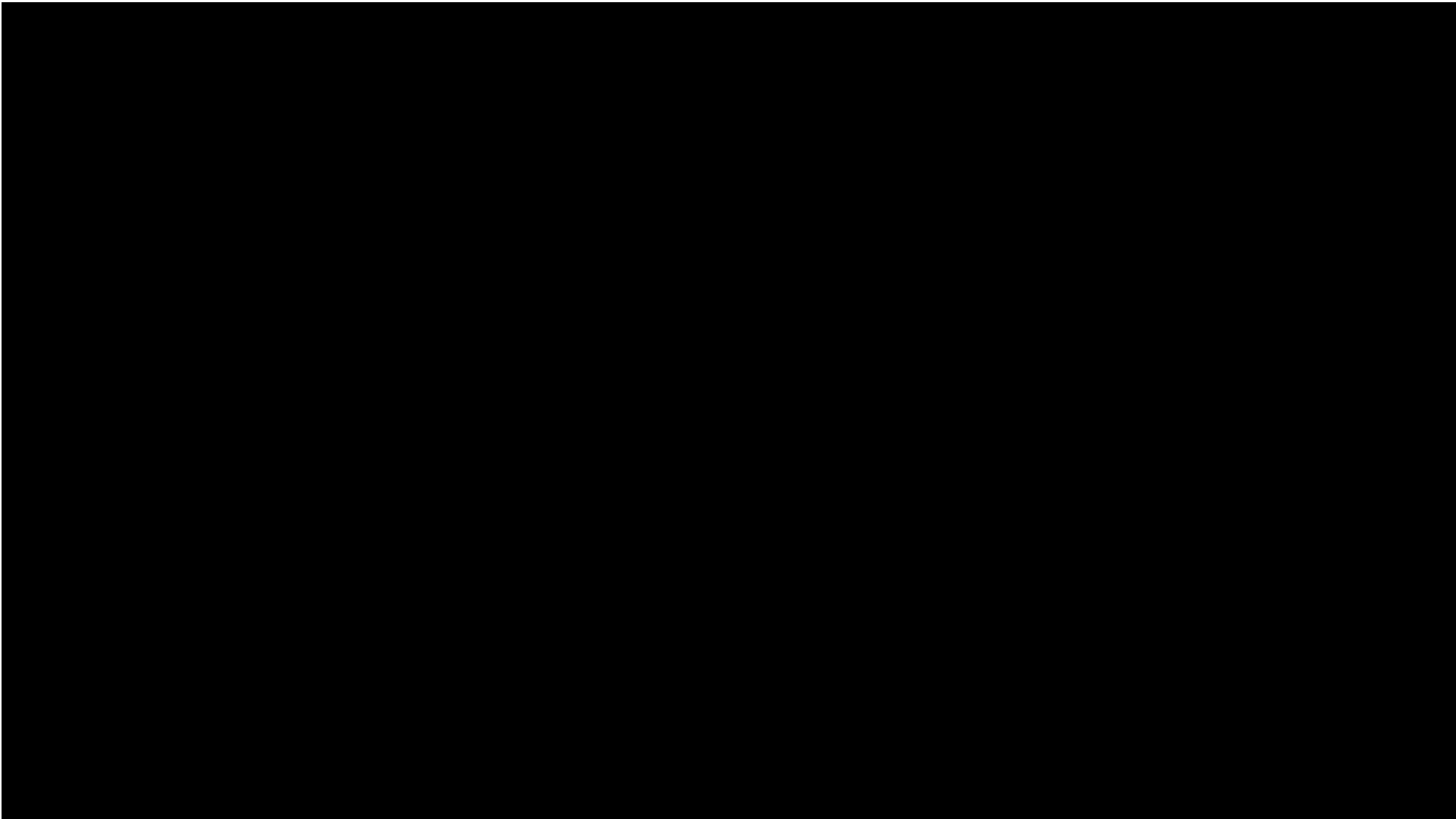
Following our call with the App Review on March 23rd, Facebook is proposing the following changes to address concerns shared by Apple on the call: |



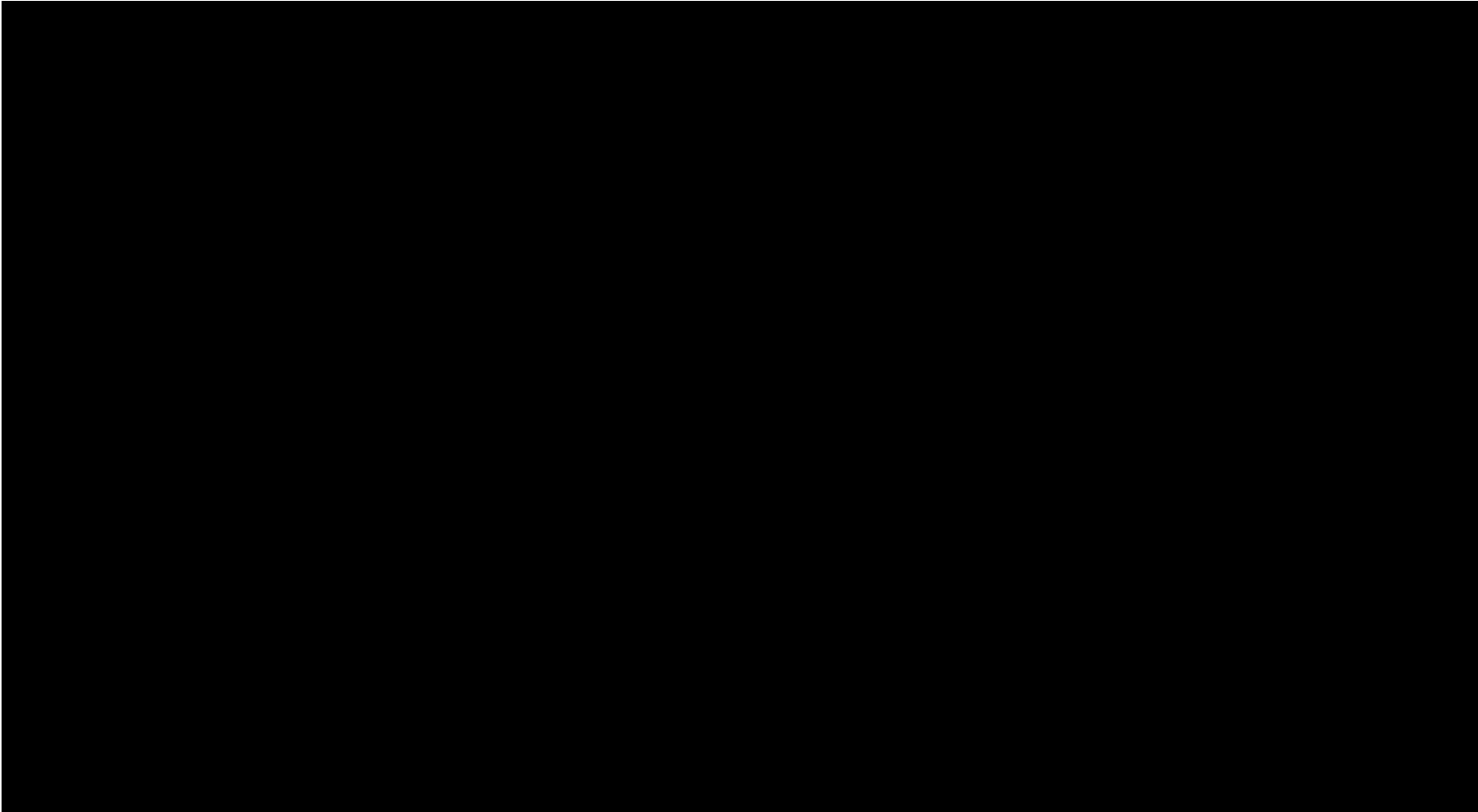


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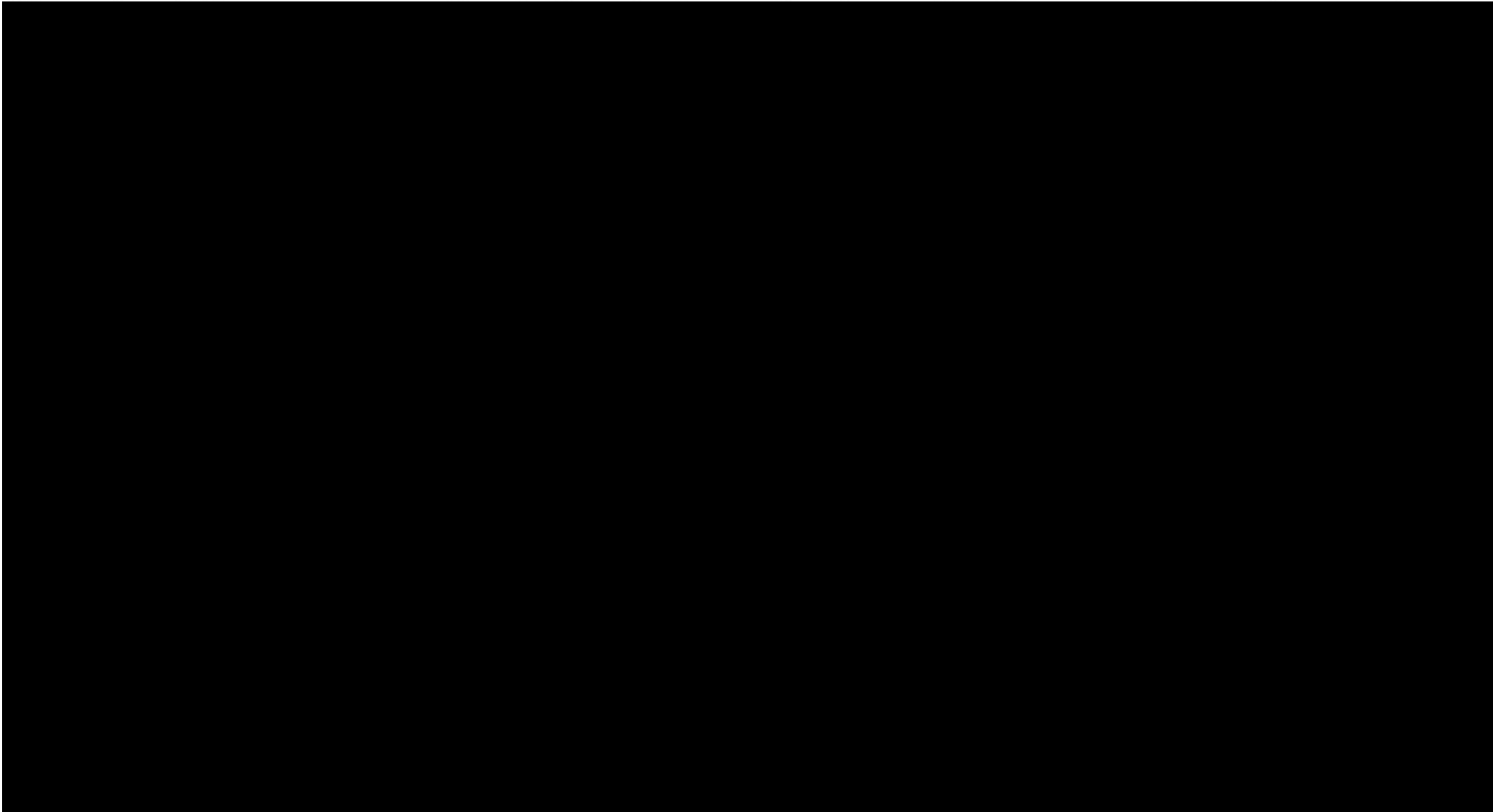




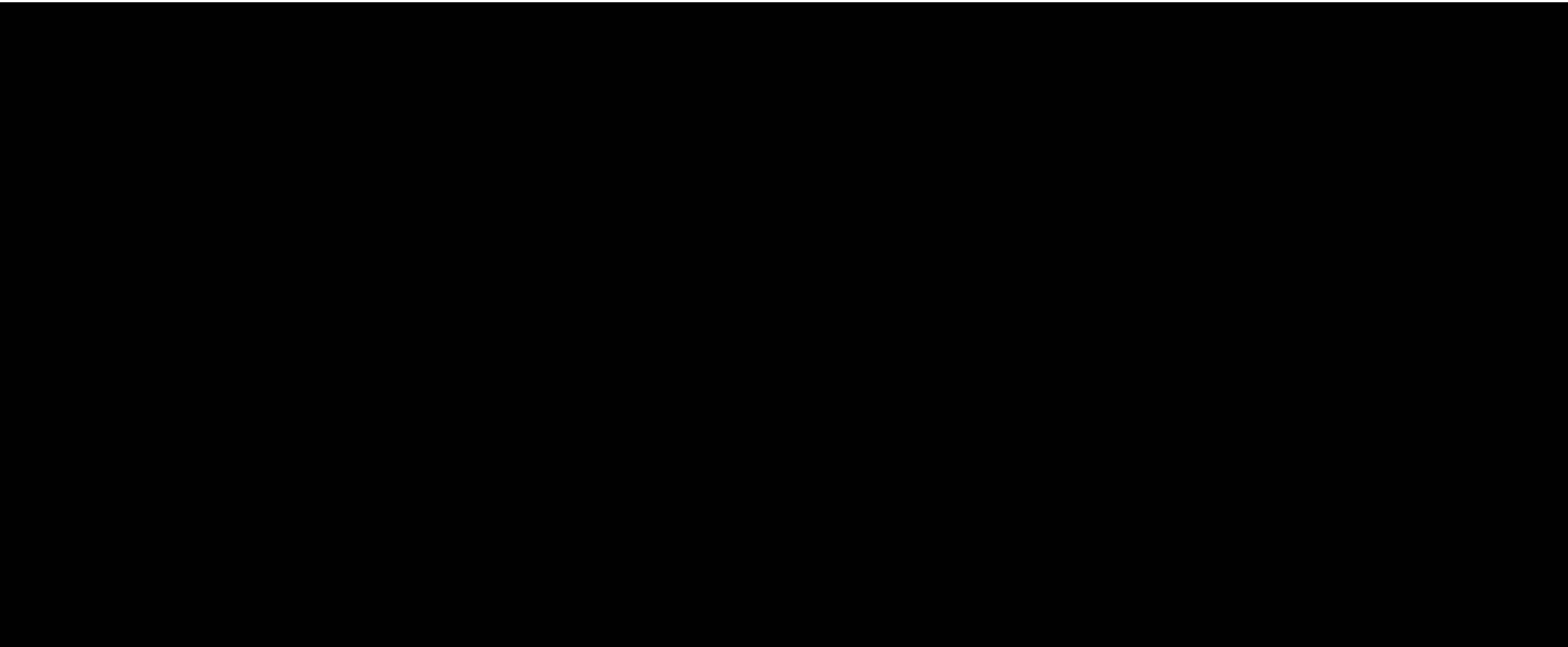




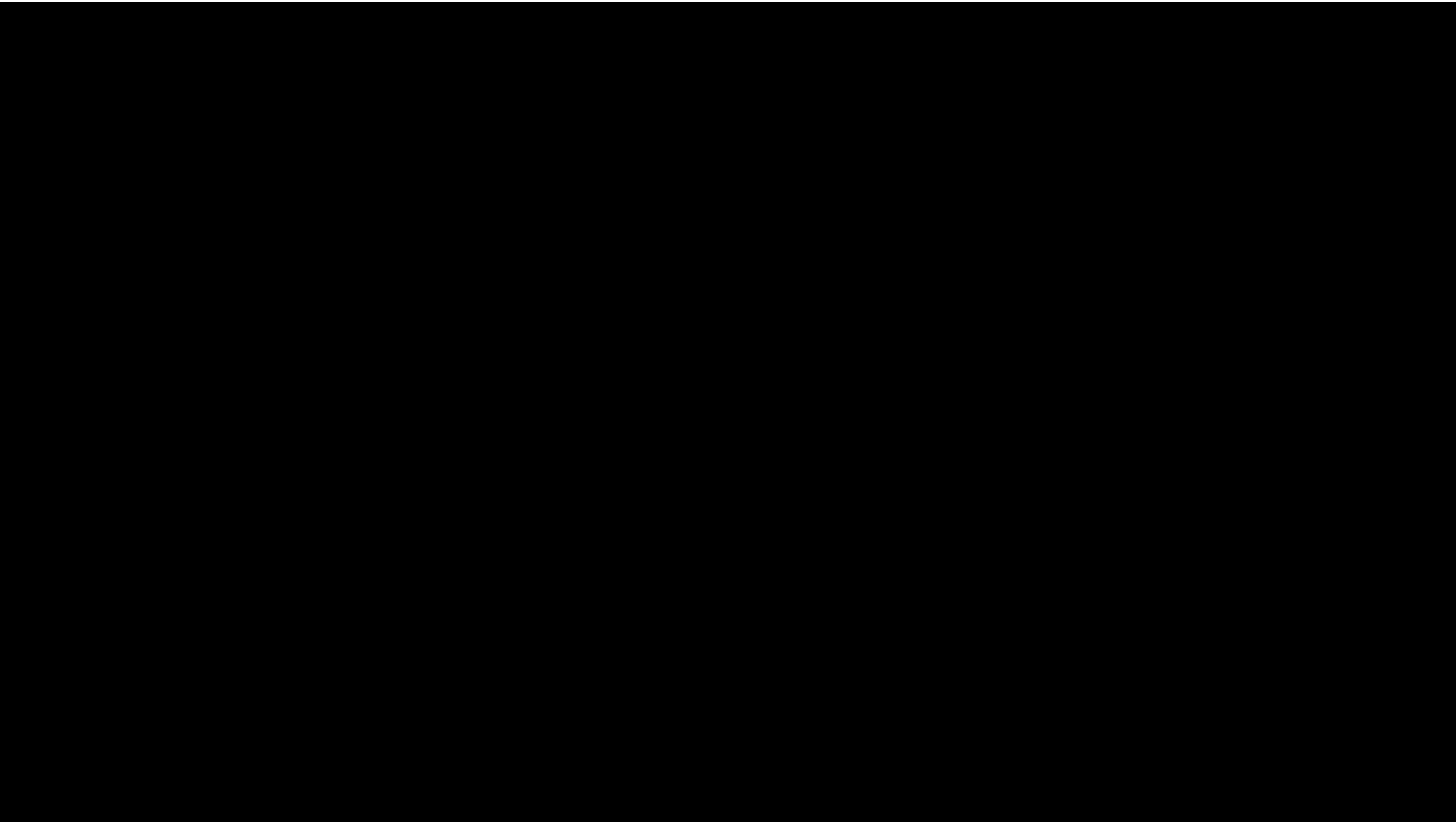
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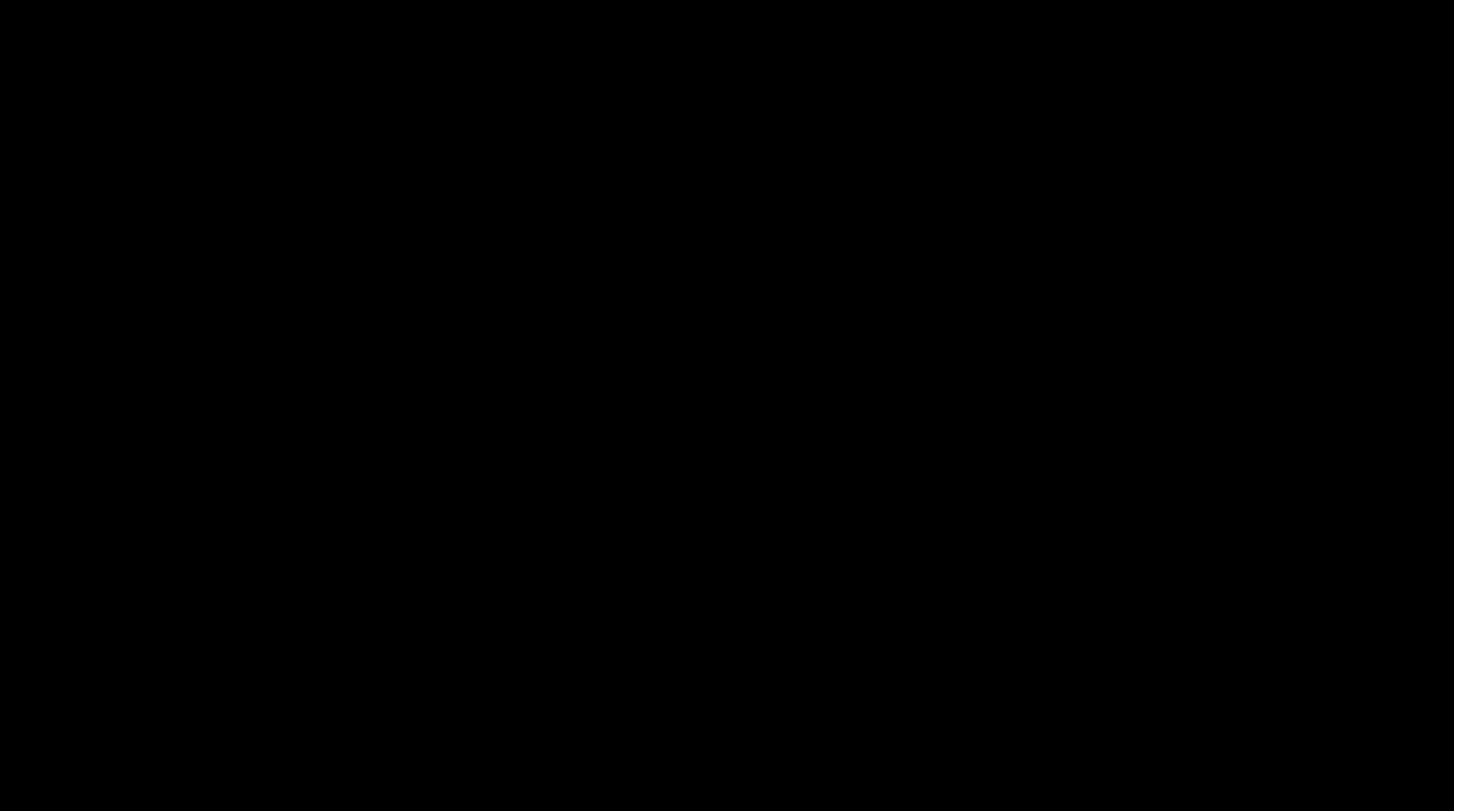


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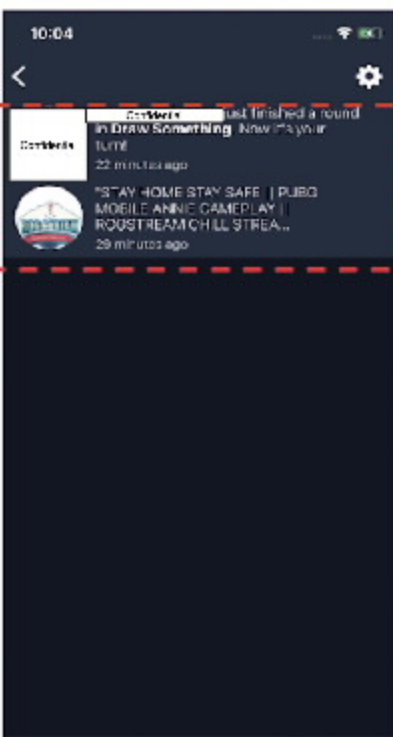
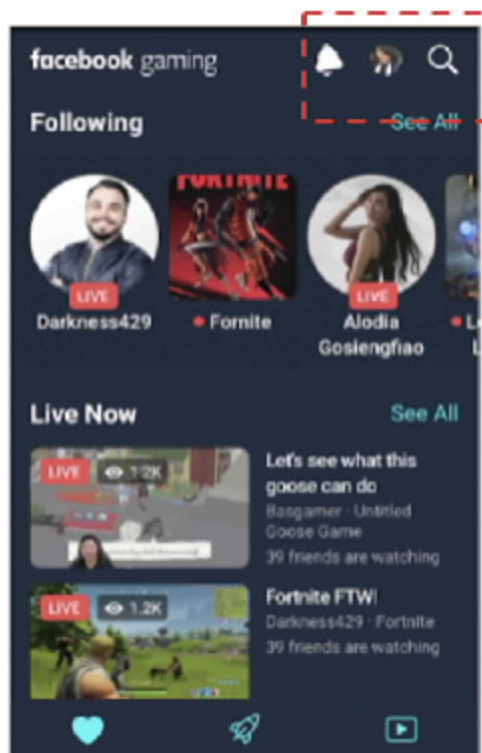


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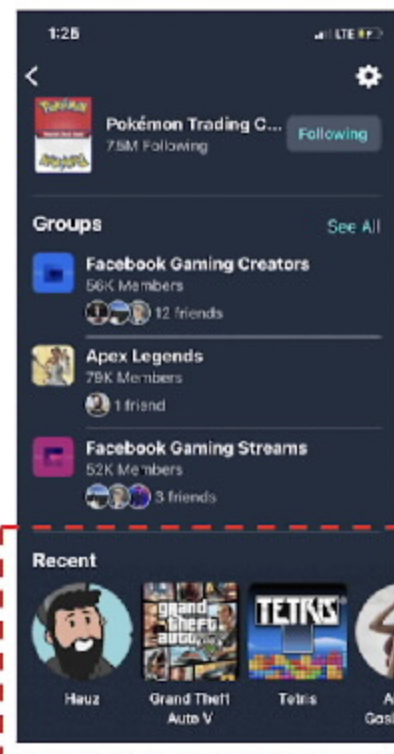




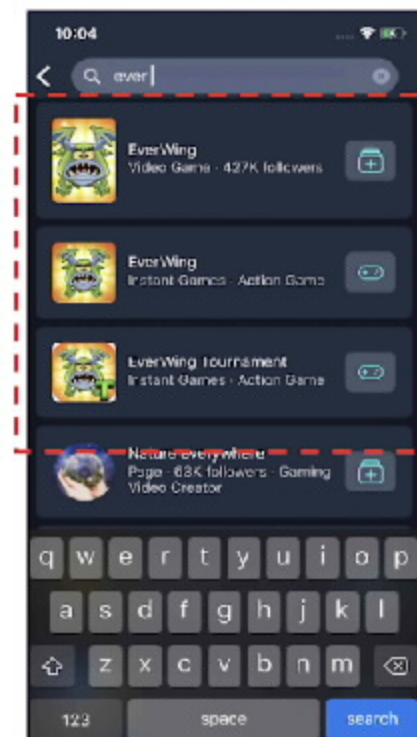
Where will HTML5 games still appear?



Notifications bell
(users receive notifications when it's their turn to play)



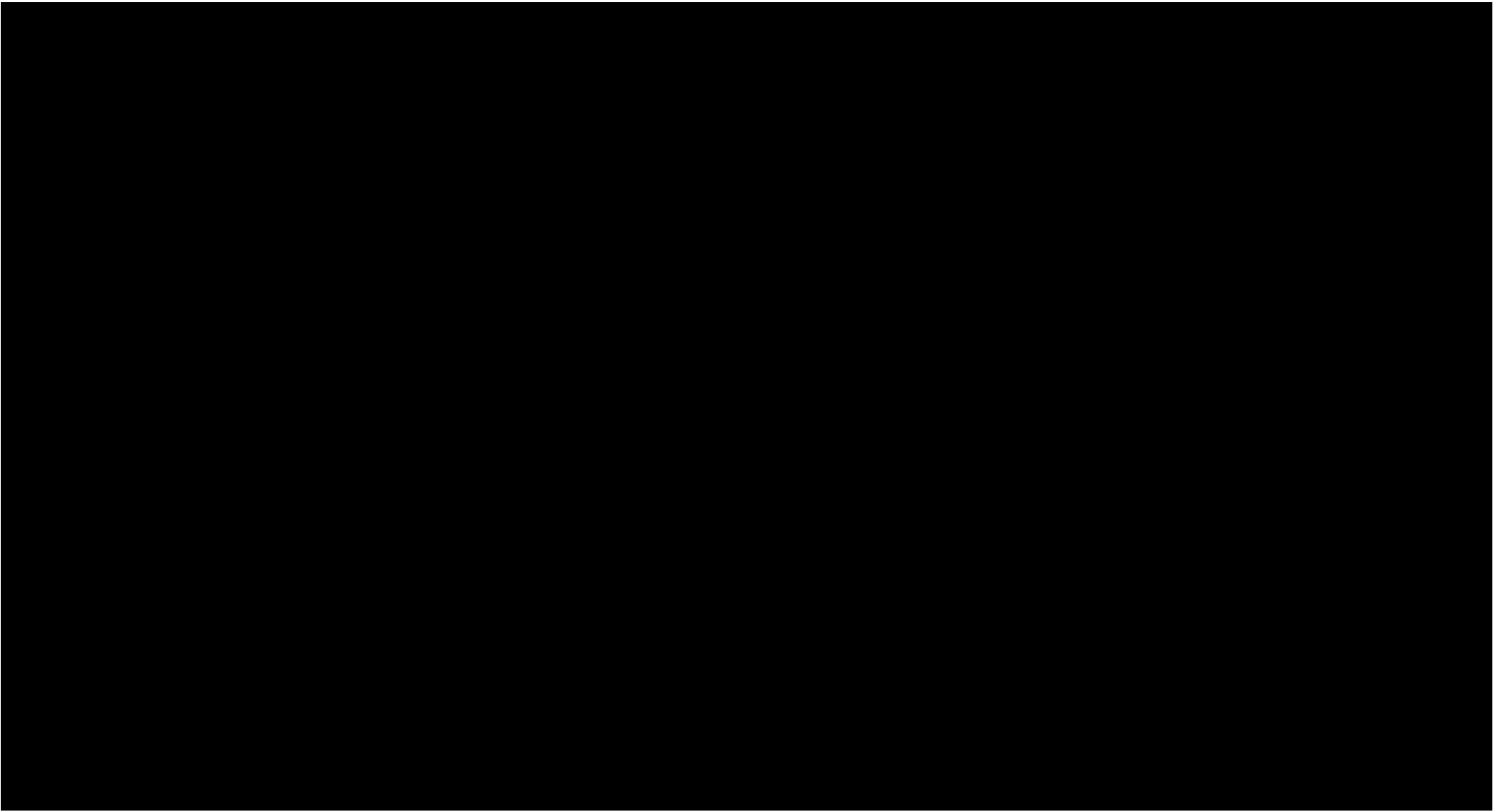
Gaming profile
(games surfaced in 'Recent' alongside other content types)



Search
(games surface that match a user's search query)

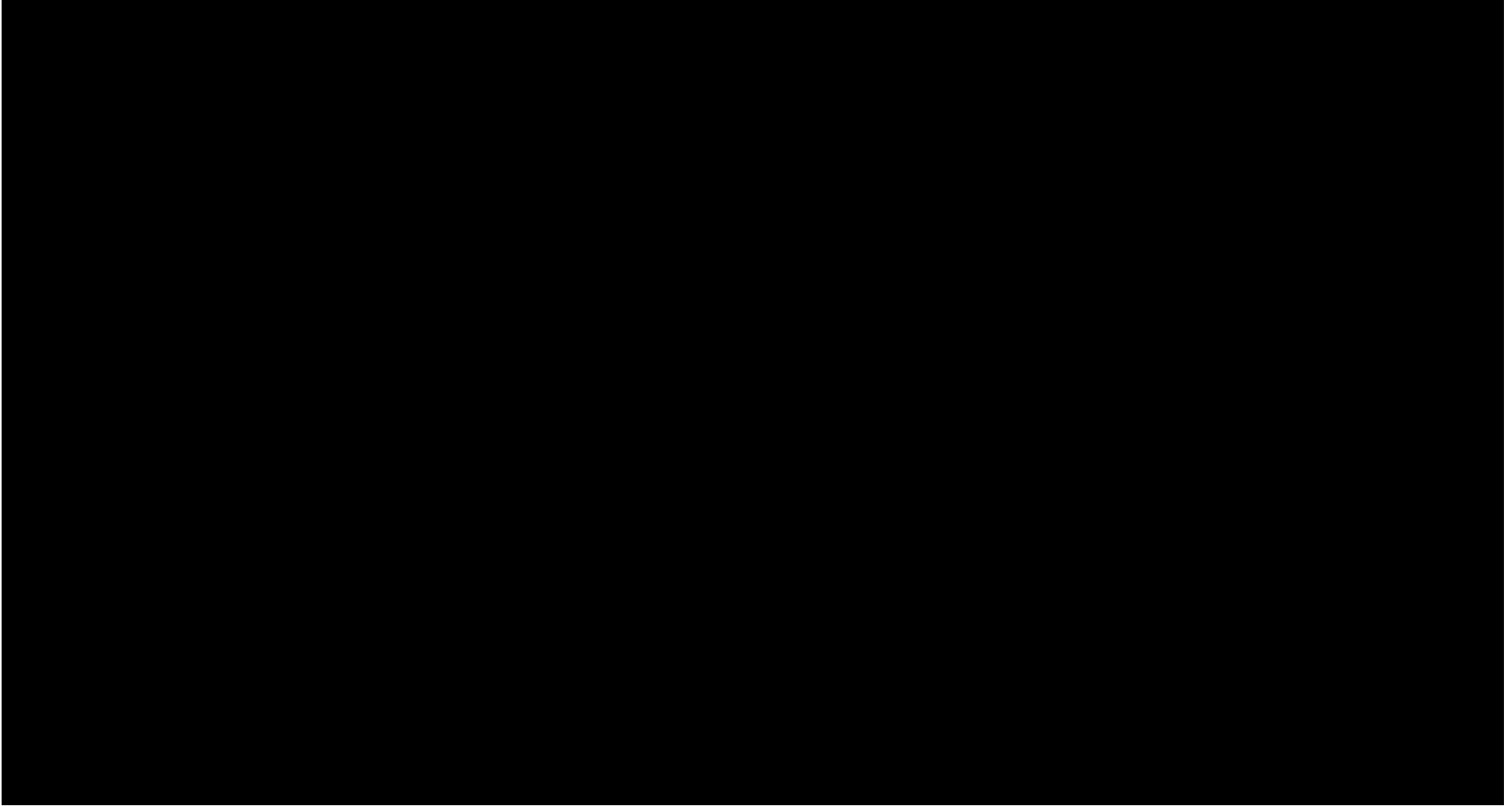
FACEBOOK GAMING APP v1

Presented on 3/23/2020

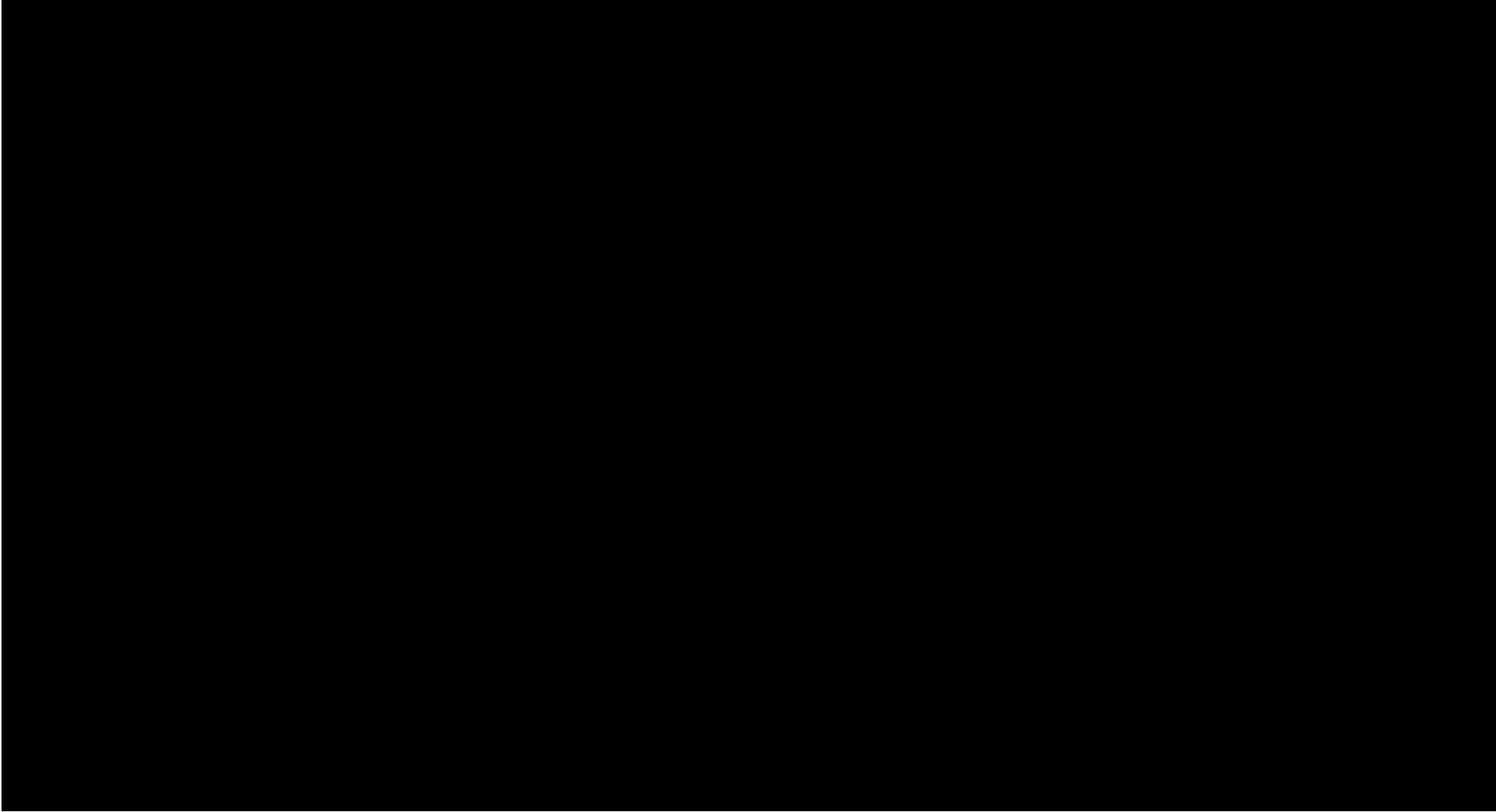


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Play surface



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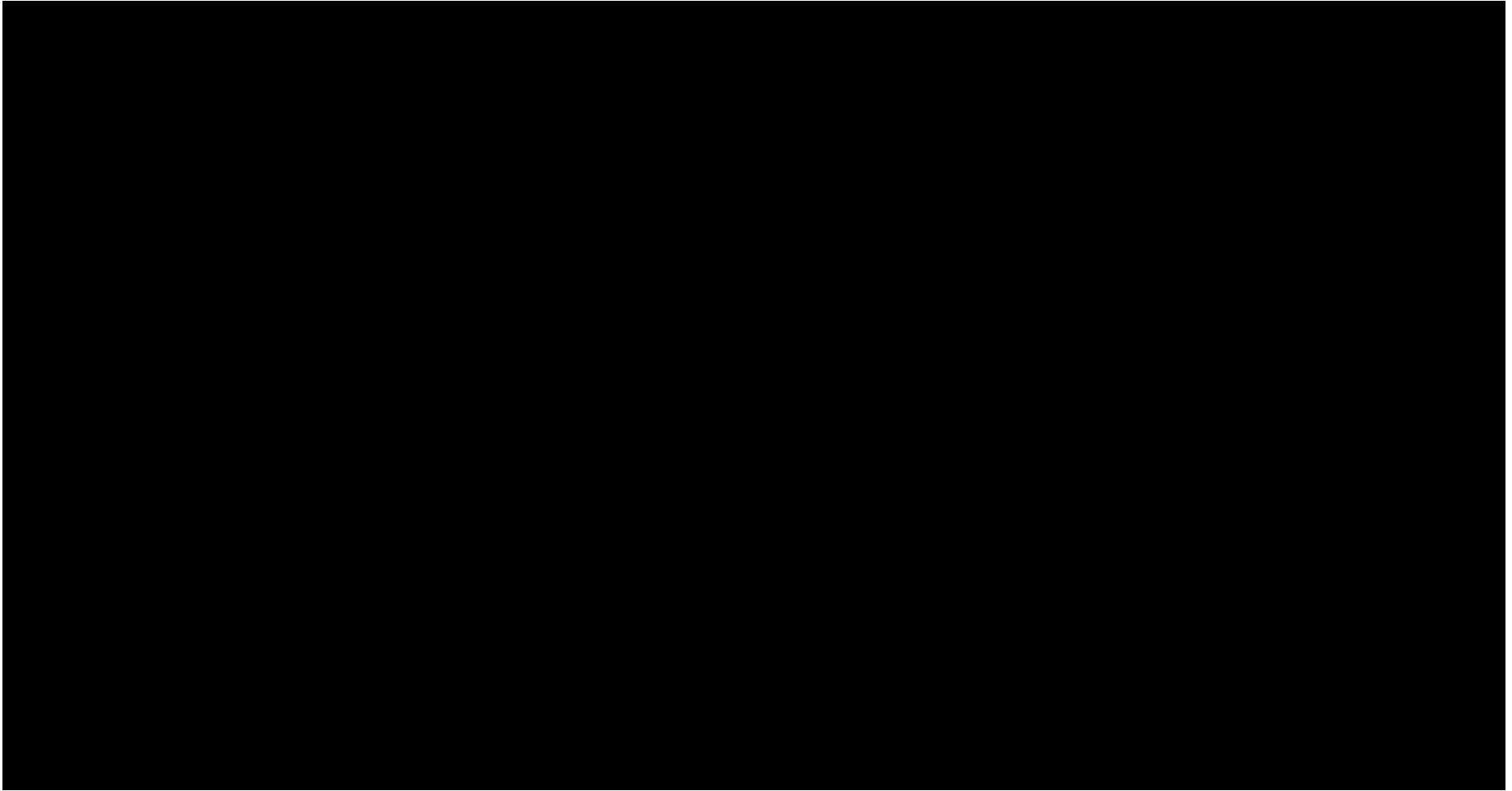
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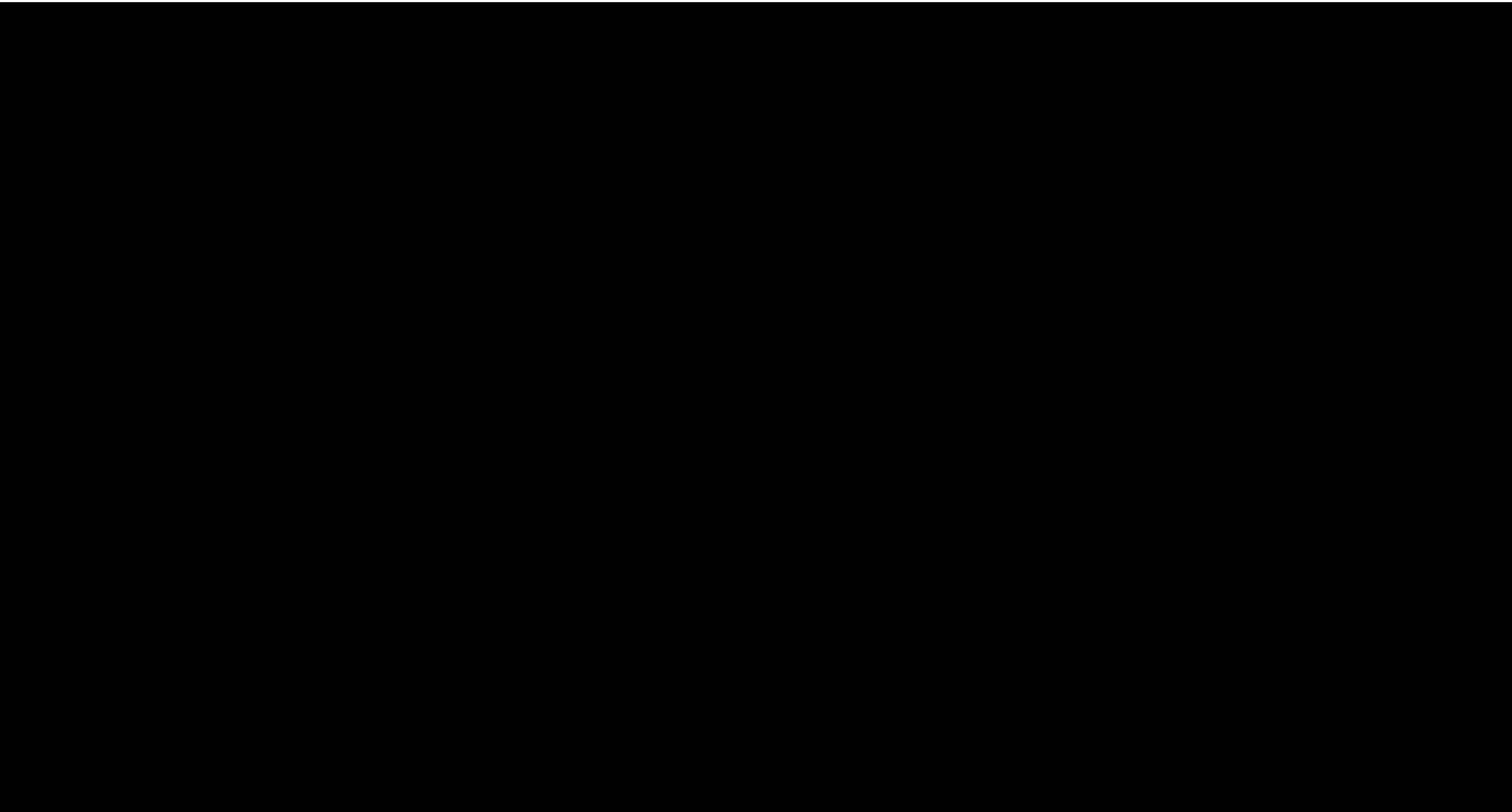
FACEBOOK GAMING APP v3

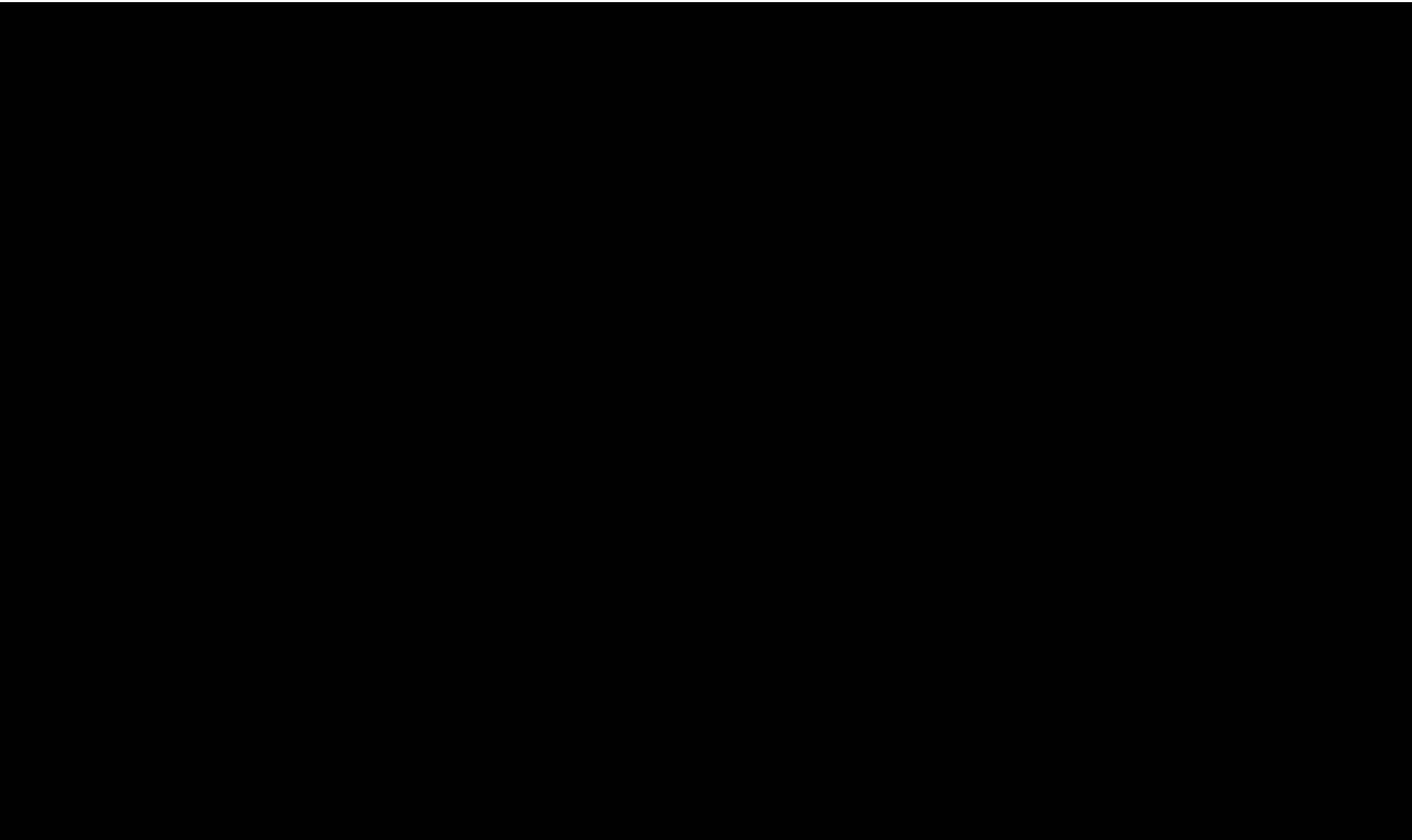
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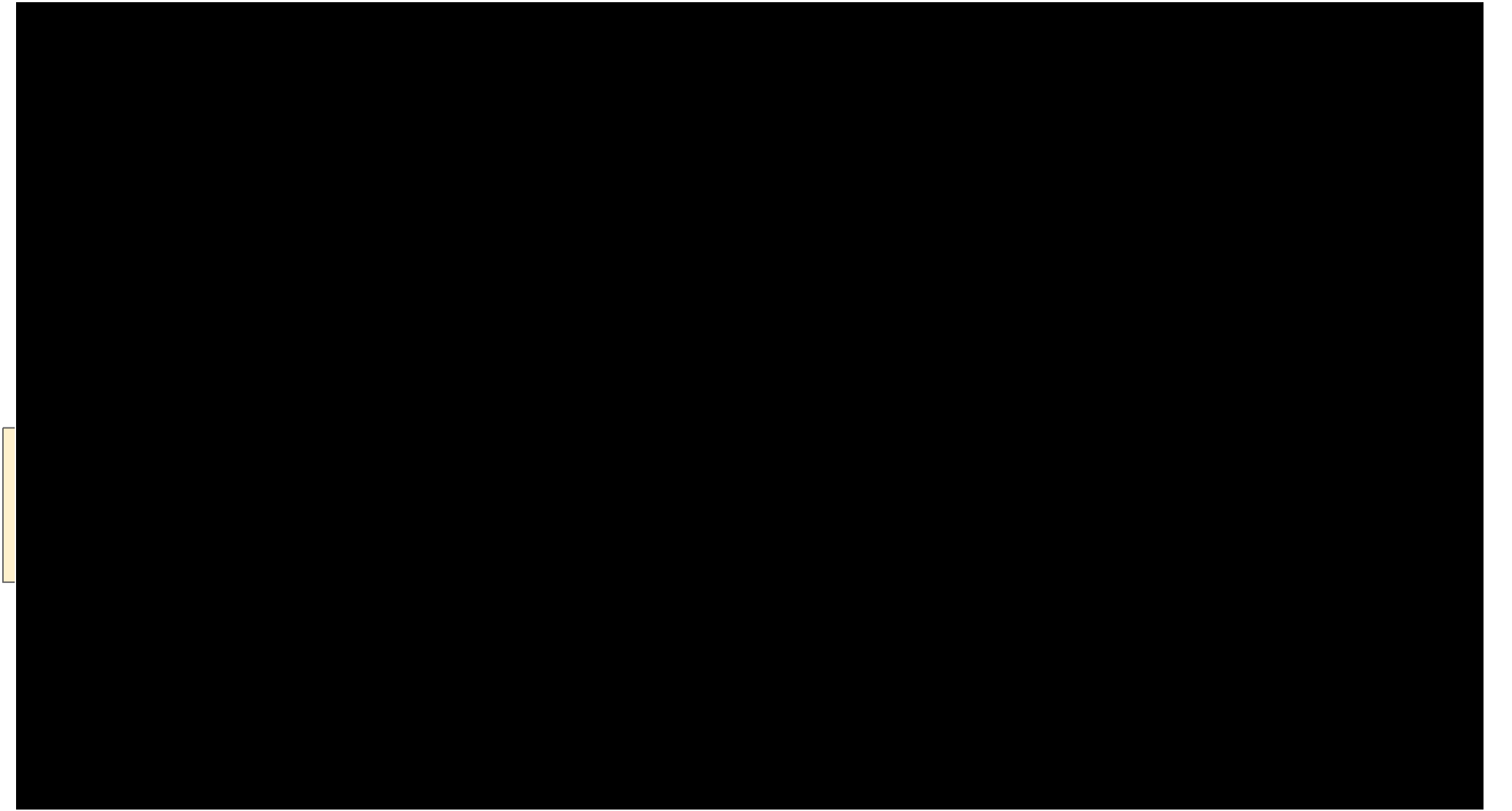
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Updates to the Facebook Gaming App [5/11]

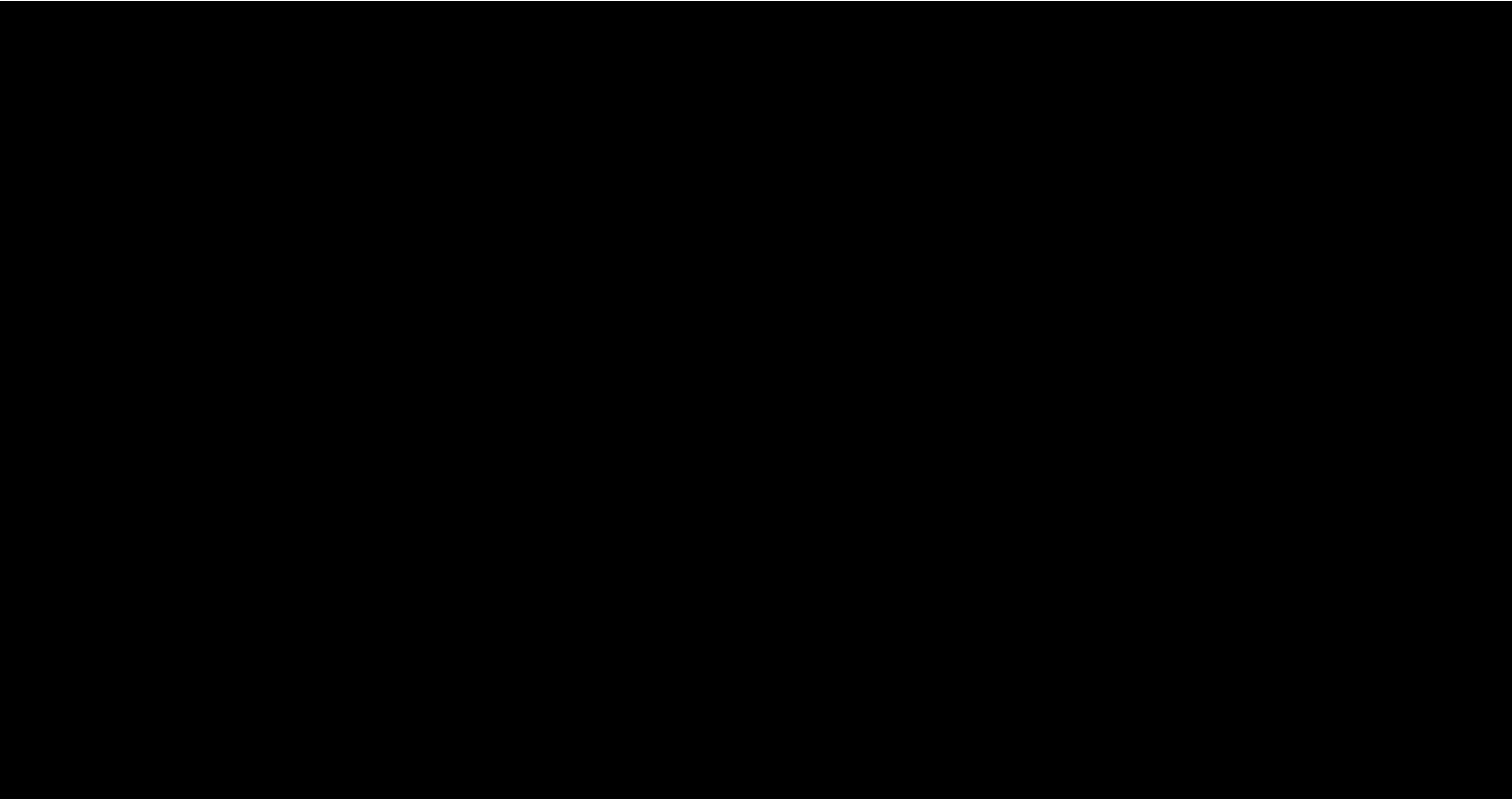








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